

## INDEX BY AUTHORS

- Abdulrahman H. Al-Enad, *Public Relations' Roles in Developing Countries*, no. 1, p. 24
- Sam Black, *Widening the Education Panorama in Europe*, no. 1, p. 15
- Sam Black, *Public Relations in China Today*, no. 4, p. 29
- John F. Budd Jr., *When Less Is More: Public Relations' Paradox of Growth*, no. 1, p. 5
- Benjamin Chapnick, *How to Get the Best Photographic Results for Annual Reports, Brochures and Editorial Placements*, no. 3, p. 27
- A.C. Croft, *The Case of the Missing Corporate Culture*, no. 1, p. 17
- A.C. Croft, *Ten Management Strategies for Public Relations Firm Profitability*, no. 4, p. 11
- Rick Fischer, *Media Lists: Let Your Computer Do the Searching*, no. 2, p. 15
- Thad B. Green and Jay T. Knippen, *What Does the Boss Expect of Me?*, no. 3, p. 37
- James E. Grunig, *Theory and Practice of Interactive Media Relations*, no. 3, p. 18
- Thomas A. Haas, *PR Superstars: What Six-Figure Earners Do That Others Don't*, no. 1, p. 27
- Thomas A. Haas, *PR Superstars: What Six-Figure Earners Do That Others Don't—Part Two*, no. 1, p. 5
- Thomas A. Haas and Dorothy Levy, *PR Superstars: 100 of the Brightest*, no. 2, p. 9
- Robert L. Heath and Kathy Nathan, *Public Relations' Role in Risk Communication: Information, Rhetoric and Power*, no. 4, p. 15
- Jay T. Knippen and Thad B. Green, *What Does the Boss Expect of Me?*, no. 3, p. 37
- Dorothy Levy, *The Emerging Wisdom from the Great PR Firms*, no. 3, p. 33
- Dorothy Levy, *The Emerging Wisdom from the Great PR Firms—Part Two*, no. 4, p. 25
- Dorothy Levy and Thomas A. Haas, *PR Superstars: 100 of the Brightest*, no. 2, p. 9
- G.A. "Andy" Marken, *Corporate Image—We All Have One, But Few Work to Protect and Project It*, no. 1, p. 21
- Brank McKinsey, *What Successful Speakers Can Teach Us About Communicating*, no. 3, p. 14
- Jack Modzelewski, *"What I Would Do"—CEOs Consider Corporate Crises*, no. 1, p. 12
- Richard W. Mullen, *Toward an 'Aptitude Test' for PR Potential and Public Relations Quotient—The Test*, no. 3, p. 7
- Priscilla Murphy, *Using Two-Person Bargaining Games to Plan Communications Strategy*, no. 2, p. 27
- Kathy Nathan and Robert L. Heath, *Public Relations' Role in Risk Communication: Information, Rhetoric and Power*, no. 4, p. 15
- Paul Sims, *Satellite Technology Boosts TV News Coverage of Company-Sponsored Community Events*, no. 4, p. 23
- Elizabeth Steele, *Ten Ways to Get More from An Annual Report*, no. 3, p. 25
- Hal D. Steward, *A Public Relations Plan for the U.S. Military in the Middle East*, no. 4, p. 7
- Stewart Young, *Combatting NIMBY with Risk Communication*, no. 2, p. 22

## INDEX BY TITLES

- A Public Relations Plan for the U.S. Military in the Middle East*, Hal D. Steward, no. 4, p. 7
- Combatting NIMBY with Risk Communication*, Stewart Young, no. 2, p. 22
- Corporate Image—We All Have One, But Few Work to Protect and Project It*, G.A. "Andy" Marken, no. 1, p. 21
- How to Get the Best Photographic Results for Annual Reports, Brochures and Editorial Placements*, Benjamin Chapnick, no. 3, p. 27

- Media Lists: Let Your Computer Do the Searching*, Rick Fischer, no. 2, p. 15
- PR Superstars: What Six-Figure Earners Do That Others Don't*, Thomas A. Haas, no. 1, p. 27
- PR Superstars: What Six-Figure Earners Do That Others Don't—Part Two*, Thomas A. Haas, no. 2, p. 5
- PR Superstars: 100 of the Brightest*, Thomas A. Haas and Dorothy Levy, no. 2, p. 9
- Public Relations in China Today*, Sam Black, no. 4, p. 29
- Public Relations' Roles in Developing Countries*, Abdulrahman H. Al-Enad, no. 1, p. 24
- Public Relations' Role in Risk Communication: Information, Rhetoric and Power*, Robert L. Heath and Kathy Nathan, no. 4, p. 15
- Satellite Technology Boosts TV News Coverage of Company-Sponsored Community Events*, Paul Sims, no. 4, p. 23
- Ten Management Strategies for Public Relations Firm Profitability*, A.C. Croft, no. 4, p. 11
- Ten Ways to Get More from An Annual Report*, Elizabeth Steele, no. 3, p. 25
- The Case of the Missing Corporate Culture*, A.C. Croft, no. 1, p. 17
- The Emerging Wisdom from the Great PR Firms*, Dorothy Levy, no. 3, p. 33
- The Emerging Wisdom from the Great PR Firms—Part Two*, Dorothy Levy, no. 4, p. 25
- Theory and Practice of Interactive Media Relations*, James E. Grunig, no. 3, p. 18
- Toward an 'Aptitude Test' for PR Potential and Public Relations Quotient—The Test*, Richard W. Mullen, no. 3, p. 7
- Using Two-Person Bargaining Games to Plan Communications Strategy*, Priscilla Murphy, no. 2, p. 27
- What Does the Boss Expect of Me?*, Thad Green and Jay T. Knippen, no. 3, p. 37
- "What I Would Do"—CEOs Consider Corporate Crises*, Jack Modzelewski, no. 1, p. 12
- What Successful Speakers Can Teach Us About Communicating*, Brank McKinsey, no. 3, p. 14
- When Less Is More: Public Relations' Paradox of Growth*, John F. Budd Jr., no. 1, p. 5
- Widening the Education Panorama in Europe*, Sam Black, no. 1, p. 15

## REVIEWS

- Chester Burger's Eurodirectory of Public Relations Consultancies*—Jane Anderson, editor, PIMS Int'l PLC and Chester Burger Co., N.Y., no. 2, p. 4
- Communications that Count—The Institute for Public Relations Research & Education, Software*—Modern Talking Picture Service, FL., no. 4, p. 4
- Public Relations Practices—Managerial Case Studies and Problems, Fourth Edition*—Allen H. Center and Patrick Jackson, Prentice Hall Inc., N.J., no. 2, p. 4
- The Gannett Center Journal, Vol. 4, No. 2 Spring 1990, "Publicity"*—Everette E. Dennis, Editor-in-chief, Gannett Center for Media Studies, Columbia Univ., N.Y., no. 4, p. 5
- Using Research in Public Relations: Applications to Program Management*—Glen M. Broom and David M. Dozier, Prentice Hall Inc., N.J., no. 3, p. 6
- Webster's New World Dictionary of Media and Communications*—Richard Weiner, Prentice Hall Trade, N.Y., no. 2, p. 3

Copies are available, at \$7.50 each, of each of the Volume 35, 1990 issues by contacting PRQ Subscriber Services, 914-876-2081, fax 914-876-2561.